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Lac la Biche Herald

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Vol. 10, No. 41 EDMONTON, ALBERTA, FRIDAY, OCT. 11, 1957 Section One—8 Pages

Lac la Biche Fire Brigade Shows Marked Improvement As Years Progress

LAC LA BICHE — With the coming of National Fire Prevention Week, Fire Chief E. G. Dobson recalled the days not so long ago when Lac la Biche had no more than a water truck and some chemical equipment with which to fight fires.

The fire brigade consisted of whoever turned up when the alarm was given. Lac la Biche has had some tragic experiences with fires in the past. Twice the town was almost wiped out by forest fires and many are the dramatic experiences told by older residents who went through those times. There was the case for instance of a wagonload of household effects which was quickly gathered together and headed for a safer spot when the wagon wheel broke, and the load, which included a piano, was overtaken by the fire and burned on what is now Main Street.

In March of 1953 a big step for the better was taken when the present modern fire engine was delivered and a well-organized fire brigade came into being. In the first year of its existence the brigade won a prize at a hose rolling competition, and during the past four years they have won prizes in three competitions. Fire losses in the town have decreased greatly since the brigade was formed. In 1955 they amounted to $40,000.00, in 1956. $4,000.00, and so far this year there was no loss recorded.

Chief Dobson, in a recent interview, stressed the fact that townspeople should always bear in mind that Fire Prevention is everybody's business. "Most of the fires we have attended this year have been a result of carelessness which could have been avoided," he said. The chief also complained that parents do not exercise enough control over children when the fire siren is sounded. "Children should be taught not to leave the sidewalk when the fire alarm sounds," he said. He said it was particularly important that on days when school children go to the library for reading matter, they should be trained to exercise proper caution when the firemen have the right of way. Many of the older people should exercise more caution when driving to a fire, as traffic accidents could easily result. "We have a good record thus far this year, let us watch that it is maintained," were the chief's words.

The following is a list of the Lac la Biche firemen:

E, G, Dobson, Chief; Jack Williams, 1st Assistant Chief; Oscar Tremblay, 2nd Assistant Chief; John Onefruw, Lieutenant; John Zaluzny, Captain; Jake Hayduk, Chief Engineer; Robt. Rudiger, 1st Engineer;; Jas. Joncas, 2nd Engineer; Ted Mackriss, Smoke Mask Man; Willie Tardif, Jas. Hamar, John Konowalchuk, Drivers; H. Marchildon, Hydrant Man; Alcide Richard, Leo Richard, Ben Rizolli, Ivan Ewanchuk, Jock Tremblay, Francis Parent, E. Shanks, Hosemen.

Service Held At McRae Hall

McRAE— A church movie was shown at McRae hall by the Rev. Wilson of Grandin. He was assisted by Mr. and Mrs. W. Jackson, Raymond Sparklingeyes and Mr. Arion, all from Goodfish Lake.

Raymond Sparklingeyes opened the service taken by Mr. Arlon and Mr. Jackson with the singing of several hymns.

A large crowd attended from Goodfish, Briereville and McRae.

The Jacksons will make their home in Saskatchewan soon.

Leo Federkewicz Heads Students

GRASSLAND — The corrected executive of the local high school Students' Union is named below.

Leo R. Federkewicz was chosen president; Almo Semeniuk, secretary-treasurer; Mary Hula, girls' sports convener; Alex Kononchuk, boys' sports convener; Elma Ilnicki, girls' social convener; Jerry Derko, boys' social convener; George S. A. Wajtowicz, press correspondent.

Staff members of the school paper will be William Sadownik, Roman Bizou, Joyce Hewko, Elsie Yurchak and Steve Duma.

Kikino

A daughter was born to Mr. and Mrs. Harrison Cardinal in Lac la Biche hospital Sept. 28.

Lac la Biche hospital patients from Kikino have been baby Bellerose, Baby Whitford and Gerald Cardinal.

Mrs. Tony Bearard and 2 Bearard children have gone to the sanitorium.

Dennis Calliou, a Calgary sanatorium patient for 21 months, is home with his parents.

Mr. and Mrs. T. M. Johnston and daughters, Edmonton, were weekend visitors here.

Mr. and Mrs. I. Gairdner and Walter Thompson, his mother and Dennis Calliou motored to Ashmont last Sunday.

Mrs. Helen Tremblay was a hospital patient for two weeks.

Noral

Alex Holosh and friend Terry visited here en route to Saskatchewan.

Mr. and Mrs. Walter Demarre visited George A. Gordey and Steve Gordey last weekend.

Donald Gordey and Scotty Munro visited the George A. Gordey home.

Metro Krawchuck visited here en route to work near Athabasca.

School children are riding in a 30-seat bus driven by Alex Halitsky.

Mrs. Marie Krawchuk with daughter Evelyn and Mike Tkatchuk visited Mr. and Mrs. Mike Kniazky.

Pete Dubrowijj and Fred Woychuk have been disengaged by the railroad for the winter months.

Clifford Henson was in Edmonton on business.

Mr. and Mrs. Ray Henson visited here last weekend.

Mrs. Frank Wentzel visited her sons Solver and Joseph at Bon Accord.

Venice

Val Biollo from Edmonton was visiting friends and relatives here last weekend.

Recent patients in Lac la Biche's St. Catherine's Hospital were Mrs. Frank Ferro, Mrs. E. Macor, Mrs. Rocco Giacobbo and Baby Allan Derkach.

Vallee Torresan from Edmonton spent a week visiting her parents, Mr. and Mrs. Tony Torresan.

Most of the farmers in this district have their grain threshed but the flax and clover crops are snowed under.

Miss Hawaii of 1957, Sandra Lei Forsythe, signs her name in the guest book at City Hall as Edmonton's Mayor William Hawreluk shows her where she should write. Miss Forsythe stopped over on her way to Alaska after visiting 22 major U.S. cities on a goodwill tour designed to stimulate year-around tourist trade to Hawaii and sponsored by Northwest Orient Airlines which runs a service between Seattle and Portland and Honolulu.

Northwest Airlines Brings Hawaiian Beauty To Alberta On Air Tour

Sandra Lei Forsythe, Miss Hawaii of 1957 made a Northwest Airlines tour of Alberta recentl.y While here she took a gander at the "geese" in City Hall's fountain and paid a visit to Edmonton's Mayor William Hawrelak.

The 19-year-old beauty from Honolulu was chosen at the 49th State Fair in that city sponsored by the Junior Chamber of Commerce. Jaycees across the country are currently co-operating with Northwest Orient Airlines in an educational tour of the continent arranged by the airline. In Edmonton she was the guest of Doug MacLeod, city manager for Northwest Airlines.

Miss Forsythe has visited 22 major cities in the United States.

The Island beauty is five feet, six inches tall and weights 119 pounds. Her measurements are 34-24-36. She has hazel-green eyes and long, black hair and is of German, English and Hawaiian ancestry.

She is a stewardess with Aloha Airlines, flying from Honolulu on the Island of Oahu to the outer islands of the Hawaiian chain.

Miss Hawaii does the hula, sings and plays the ukelele. She is interested in dress designing and makes many of her own clothes. She is a sports enthusiast and is especially interested in swimming and football.

Northwest has arranged this system-wide tour as part of its program to promote all-year tourism to Hawaii. NWA flies to Honolulu from Seattle and Portland.

Hylo

Ethel Smith is spending a few days at home with her parents, Mr. and Mrs. M. E. Smith.

Mr. and Mrs. Joe Michetti are home after spending a few days in St. Catherine's Hospital in Lac la Biche.

Bruno Bourassa was a visitor at the home of his parents last week.

Rose Michetti was in the hospital for a minor operation.

Mrs. Norman Kennedy is visiting relatives here.

C. Langevin Heads New Students' Union

LAC LA BICHE—On Friday, Sept. 27, nominations for officers on the new Students' Union executive were presented to the students of Senior High school by a nominating committee. The nominees were required to deliver campaign speeches on Monday, Sept. 30, with the election taking place on Oct. 1, the following day. Candidates for the offices on the executive were: President, Colette Langevin, David Gatzke; Secretary, Ida Langevin, Doris Cadieux, Irene Zmurkevych; Treasurer, Peter Ponich, Gladys Trefenanko, Walter Tichonuk; Boys' Sport Convener, Johnny Maccagno, Allan Southwick; Girls' Sports Convener, Deanna Kozak, Lucille Joncas; News Reporter, Lillian Zinko, Carol Stewart.

The results of Tuesday's election were: President: Colette Langevin; Secretary, Ida Langevin; Treasurer, Peter Ponich; Boys' Sports Convener, Allan Southwick; Girls' Sports Convener, Deanna Kozak; News Reporter, Carol Stewart.

Elections for Students' Union executive take place semi-annually, another election coming during January.

Party Held On Ninth Birthday

ATMORE— Fifteen young boys and girls from Atmore district helped celebrate David Dakin's ninth birthday. They were Lester Jenkins, Rolande, Larry and Ronald Dakin, Bertha Gilbert and Roger Duigow, Shirley and Charles Johnson, Dolores and Terry Shank, Elsie and Violet Nahayawski, Dixie Stanchfield and Peggy Matheson.

The party began with a softball game. After several indoor games the group was served hotdogs and cold drinks. When the candles were lighted, the guests sang "Happy Birthday". Then came ice cream, birthday cake and cookies and opening of gifts.

Playing games continued until about 5 p.m., when each guest was given peanuts, candy and a little surprise package, which was to have been part of a "treasure hunt," had the day been more favorable.

Hold Housewarming For McCrae Couple

A surprise housewarming party was held for Mr. and Mrs. Peter Erasmus, who recently moved into their newly-constructed home. The large crowd who attended enjoyed the dance, with music by Joe Bell and C. Turner.

Lunch was served by Mrs. Erasmus and Mrs. R. Whitford.

Lac la Biche

Mr. and Mrs. Wendal Badry of Lac la Biche, spent a few days holiday with Mrs. Badry's parents in Camrose.

The J. A. McLeod Construction Co. of Edmonton, has moved to town to make their headquarters while constructing a telephone line to Helena. Two house trailers and bunk houses have been located at the trailer camp near the curling rink, and more trailers are expected soon. The Company expects to be here for three months at least. L. A. Duff is the foreman in charge.

Back At School

McRAE — After an enforced 3 weeks holiday, the children have started school at Sugden. The school is not yet completed but the school bus began its rounds, Sept. 23.

Miss C. McKean, who taught here last year is now teaching grades 4, 5 and 6 at the new school.

AURORA THEATRE

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2:30, 7, and 9:15 Saturdays

Fri. & Sat., Oct. 11 & 12—

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Mon. & Tues., Oct. 14 & 15—

"MAVERICK QUEEN"

Outdoor Action in Trucolor
Starring Barbara Stanwyck

Wed. & Thurs., Oct. 16 & 17—

"GUYS and DOLLS"

Musical in Technicolor
Starring Frank Sinatra, Marlon Brando.

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MRS. M. CREIGHTON
Local Editor

DISTRICT REPORTERS

Atmore—Miss Mae Stanchfield.
Barnegat—Mrs. Art Schirrmacher
Bayview—Miss Helen Mischuk.
Blue Jay—Miss Elma Ilnicki
Briereville—Mrs. H. L. Thompson
Berny—Miss Lena Menard
Breynat—Miss Polly Roskewich
Caslan—Miss E. Meyer
Charron—Miss Gail Karpetz.
Egg Lake—Mrs. L. G. Amiot
Fork Lake—Miss Vera Sunderman
Frains—Miss Alisia Waselenchuk
Frains—Mrs. D. Nahorney
Freedom—Miss Vera Carlson
Goose Lake—Miss Doris and Lynda Bergheim.
Grassland—C. M. Sutton
Gourin—Denise Uliac
Hylo—Mrs. J. Bourassa.
South Hylo—Mrs. W. Sawchuk.
Kikino—Mrs. H. Calliou
Lac la Biche—Audrey B. Coast
Lac la Biche Mission — Mrs. A. Beaudoin.
McRae—Mrs. R. H. Whitford
Noral—Metro Woychuk
Normandeau—H. Durocher
Owl River—Mrs. Gladys Diesel
Plamondon—Miss Rena Plamondon
Rich Lake—Mrs. R. C. Kumpula
Sarrail—Uanno Hewko
Spruce Valley—Mrs. J. Homeniuk
Venice—Miss Lorina Lefebvre
Wandering River—Miss Gladys Strayski

Spruce Valley

Steve Maheden was a weekend visitor to Edmonton.

Mike Kochan motored to Athabasca during the week.

Mike Lewicki and Alex Kushnir both of Edmonton helped H. Lewicki with the harvesting on the weekend.

Sympathy is extended to the Korzanowski families on the recent death from polio of their niece in Edmonton.

The S. Korzenowski family visited Edmonton recently.

V. Bizon helped M. Wajtowicz with the cooking during the threshing period.

The average student takes too long to learn too little.

35 ALBERTANS LOSE LIVES BY FIRE IN YEAR 1957

The rate at which fire destroys life in Canada is a national tragedy. There were 601 lives lost, 35 of them in Alberta, last year through fire.

The most dangerous factors responsible for loss of life, are overheated or improperly installed stoves, furnaces and smoke pipes. Every year a number of people die from smoking in bed, from home dry cleaning with flammable liquids, from misuse of kerosene or gasoline to light fires, or from handling gasoline in open containers.

Often children are the innocent victims when allowed to play with matches or when left home alone unattended. One slogan that is used this Fire Prevention Week is "Don't Leave Us Alone With The Hazards of Fire."

Fire in homes in rural areas snuffed out the lives of 17 persons, twelve men, one woman and four children. Eighteen lives were lost in urban areas and of all deaths by fire 80% were lost in the home.

Many people are unprepared for a fire emergency. An advance safety plan worked out in detail and practiced will be the best insurance against disaster from fire in your home. The first rule is to get out of the house the minute a fire is discovered or suspected; get everyone else out at the same time and then call the Fire Department. Everyone should memorize this and other life safety rules about fire warns Fire Commissioner, Austin Bridges, because they are your best guarantee of surviving a fire in your home. He recommends these other rules as important too if a fire should strike.

Be ready with different escape routes from any room in your house.

Feel a door before opening; if hot, block it with furniture and seal with wet towels and blankets; try to get out another way.

Never jump from upper-story windows except as a last resort; wait for firemen or other help.

Hold your breath if you have to dash through smoke and flame; and remember that the air is usually better near the floor in a smoke filled room.

Once you're out, don't ever go back into a burning building; smoke and gases from even the smallest fire can be deadly; children very often go back into their homes, so keep them restrained.

Get medical treatments at once if you are burned or exposed to smoke; seemingly minor burns or smoke inhalation can be exceedingly dangerous.

Pulp Worker Dies; Murder Charge Laid

EDMONTON (BUP) — Royal Canadian Mounted Police laid a charge of murder against Dominic Hart, of Coleman in connection with death of a Hinton pulp mill worker during the weekend.

Police said examination of Frank Korbel's body showed that he had died of head injuries believed to have been received in a fight with Hart. Hinton is 180 miles west of Edmonton.

Caslan

Alex Halitsky has a new school bus for taking the children to the Caslan school from the Beaver Bluff, South Noral and Noral districts, also the Caslan children who live on the bus route.

Gloria Henson has been in the Lac la Biche hospital for medical attention.

Mr. and Mrs. Charlie Boucher and Mr. and Mrs. Albert Mercier motored from the Lesser Slave Lake area for a visit in the district.

John Slamko of Edmonton was a guest during the weekend at the home of his mother.

OPTOMETRISTS

Drs. LeDrew, Rowand and McClung

Dr. Rowand will be at
Dr. Cadzow's Clinic, LAC LA BICHE, on

Friday and Saturday, October 11-12

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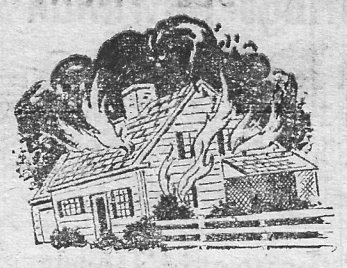

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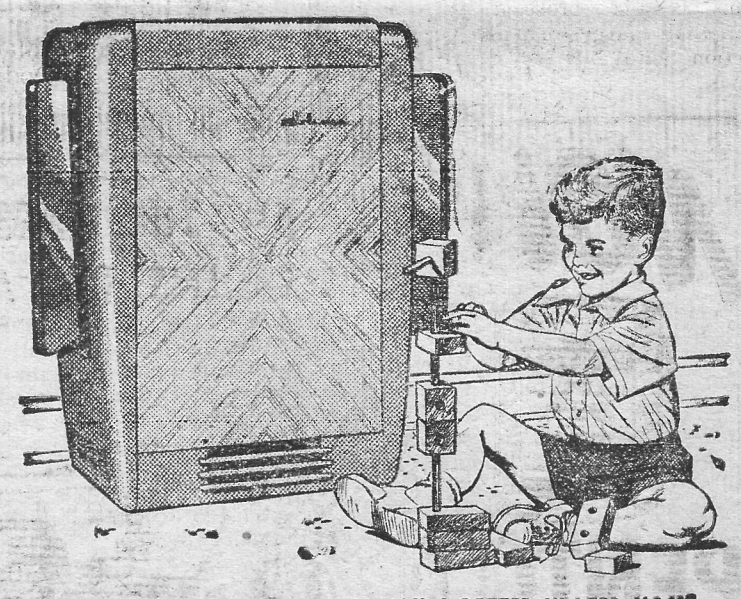

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ALBERT E. KYNNERSLEY, supervisor of revenue in Alberta Department of Mines and Minerals, is a candidate for alderman from South Edmonton, residing at 9046 - 90 Street. Campaigning on the Property Owners' Association platform, Kynnersley has lived in Edmonton for 30 years, nearly 10 of which have been at his present address. He has been a property owner for 20 years. Born and educated in Montreal, he did army services in World War I, and on arriving in Edmonton worked in the provincial Department of Municipal Affairs.

Atmore

Mr. and Mrs. William Campbell attended the wedding of Mrs. Campbell's niece in Edmonton Sept. 28.

Recent visitors here were Mr. and Mrs. Yves Catrez.

R. Matheson was helping on Boulanger's threshing outfit.

Brian Kostiuk spent a few days visiting his grandparents in Wandering River.

Ronnie Dakin spent last weekend with his grandparents, Mr. and Mrs. Kononchuk.

The Blue Jay bus in transporting the Bessel and LeRouzic children to Atmore, where they transfer to the Atmore bus for Croutze's corner. There they board the Plamondon bus for Plamondon school.

Emik Grenier returned to Lac a la Biche hospital, after a relapse shortly after his previous hospital release.

Connie Campbell spent the weekend with her grandmother while her parents were in Edmonton.

Miss Krazowski, former grade seven teacher at Grassland, visited the Lloyd Dakin family last Saturday evening.

After working almost a year at Stettler and Alberta oil fields, Mac Stanchfield has returned home.

Dianne Kononchuk of Grassland spent Tuesday night with sister Mrs. Oscar Dakin and family.

Public Confused By Inequality Of Fines

EDMONTON (BUP)—The Edmonton Journal said Tuesday that "the disparity in sentences for similar offences is something so enormous as to provoke public bewilderment."

In an editorial, the newspaper declared Premier Manning, as attorney-general, is correct in saying that it is difficult for the public to form an opinion on court cases because of a lack of knowledge of the peculiar circumstances surrounding each case. A case in point is the prosecutions for numerous charges of fraud in connection with oil (royalty) dividends."

"Sentences handed down in different courts of Alberta have ranged from a fine of $25 to a year in jail—truly an enormous disparity."

The daily's editorial added that Manning said that an attempt had been made to obtain some uniformity in sentences imposed by magistrates across the province. It certainly should be.

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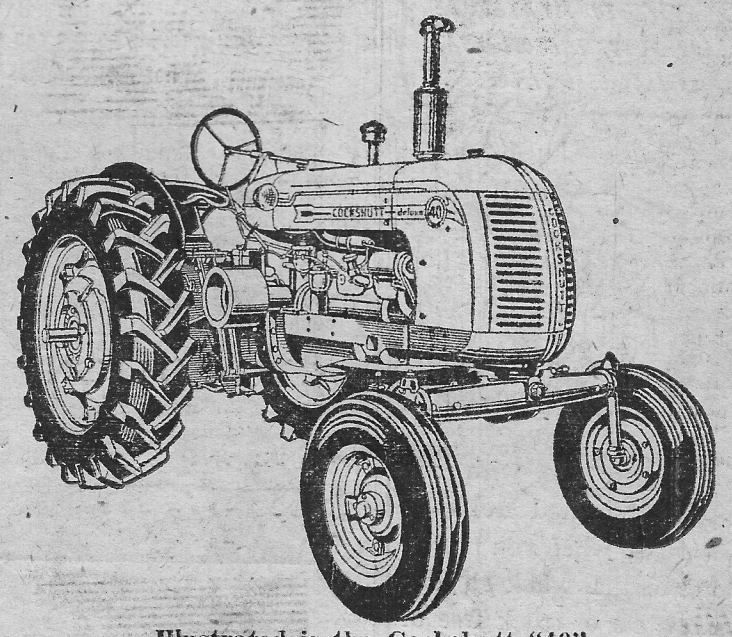

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PLAMONDON Alberta

RCMP Unable To Cope With Regular Teen-Age Excesses At Community Hall

By T. W. PUE

BON ACCORD — There isn't a sober-minded citizen of this respectable Alberta hamlet and district that isn't concerned with the goings-on Friday night of each week at the community hall. Every Friday night is dance night, and that is the signal for scores of irresponsible youths from Edmonton and other points to converge like an invading band of brigands to despoil the peace and morals of the entire community.

Pitched gangland battles, blatant violation of the Alberta Liquor Act and moral and sexual excesses in caves and shacks in the nearby farming district are the aftermaths to every community dance.

Two weeks ago a gang of young men came armed to Bon Accord with monkey wrenches, tire and car chains and a pitched battle between feuding groups of hoodlums took place on the nearby baseball diamond. A member of the Royal Canadian Air Force said it is impossible for civilian police forces to control the situation and the Canadian Army should be called upon to patrol the area if the Friday night dances are to continue at Bon Accord.

Thinking adults of the Bon Accord community believe the dances should be prohibited. They are so boisterous and unruly on even a "quiet" Friday night that most grown-up residents don't want to attend. Only the young 'teen age punks, intend on physical violence, drinking and moral excesses now come to the Friday night dances.

These get underway usually about 10:00 p.m. on Friday. They last until 3:00 a.m. on Saturday. Municipal and RCMP civilian law enforcement officers can't begin to control riots that break out all over the countryside, after beer-drinking patrons of the dance start their high-jinks along the streets and roads of the hamlet and as trespassers on private farm property.

District farmers are being forced to sell their land and move away from the district. A couple of years ago the Mulligan farm was invaded by the dance-and-beer-crazed hooligans and Mr. Mulligan and his hired hand beat up. Mr. Mulligan has since sold out.

It isn't safe for a law-abiding citizen to walk down a street in Bon Accord after 10:00 p.m. Friday night. Any slight pretext is enough for one of the gangs to attack person or property. Flying beer bottles are used in the fights and an innocent passerby could easily be struck by one of the jagged missiles.

A Gibbons district resident, accosted one night by a car load of youths grabbed the tire iron of a punkster using it as a weapon. The kid had concealed it in his pant leg. The citizen defended himself by attacking first—once he got his hands on the weapon and after a few well delivered blows the boys retreated to their parked automobile, locking the doors on the inside. Our Gibbons man finished the job by punching the iron through the car window and the frightened hoodlums drove off too scared to make further retaliation.

District farmers are appalled at the disgraceful moral incidents and sexual excesses that take place all over the district in river bank caves, straw stacks and farm buildings—used for the purpose without the permission of the owners.

From time to time, adventurous young girls from the city, inveigled into a night of "fun" at Bon Accord are forced to flee from their over-amorous sex-minded male companions. It isn't unusual to have one of these disillusioned maidens pound on the door of some tired farm family seeking refuge from their erstwhile companions in the early hours of the morning.

One Bon Accord housewife blames the whole thing on thoughtless parents of city children "who should know what their young men and women are doing up here when attending these Friday night dances".

Others blame the police for not being strict enough for the scores of Liquor Control violations that characterize every Friday dance night.

Still others just don't know why the dances aren't banned altogether, because, they say, only by this means can the wretched unwholesome mess be cleaned up permanently.

There is complete freedom from hay fever in Newfoundland.

Government To Have Chance Says S.C. Leader

CALGARY (BUP) — National Socred Leader Solon Low says that his 19 member group in parliament will be willing to give John Diefenbaker's Conservative government "ample opportunity to show what it can do."

Low explained "the Prime Minister has indicated he will go along with plans to implement his promises. If he does that, he will have no trouble from us".

Commenting on Diefenbaker's address before the UN in New York, Low said the United Nations must be supported. It is not ideal, but we feel we should give it all the support we can.

The Social Credit leader returned to Ottawa last weekend to prepare for the opening sessions of parliament.

One H-bomb dropped on each of Canada's eight major cities could wipe out a quarter of all Canadians —unless an active Civil Defence program is in effect.

Ask Gas At Just Rate

CALGARY (BUP) — Calgary city council will seek for guaranteed supplies of natural gas to be reserved at "reasonable prices" during the next 50 years.

The motion passed at last night's meeting, asks that Calgary negotiate a new agreement with Canadian Western Natural Gas Company to guarantee supply for not less than 50 years, or failing this to request the Alberta government to establish a reserve area to ensure that supply.

Wins Case

CALGARY (BUP)—Former Calgary school teacher, Sydney Keith Neil, won his supreme court of Canada case when four of six judges ruled he was not a criminal sexual psychopath.

Mr. Eme Shannon, Neil's counsel, said his client may be free as early as next month with time off for good behavior and the Queen's amnesty. He is currently serving time for gross indency.

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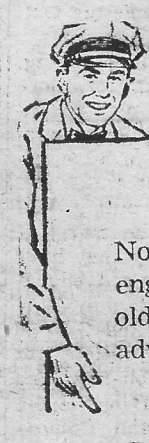

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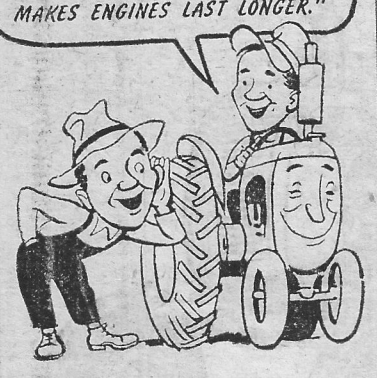
Says . . .
"YOUR TRACTOR WILL PURR LIKE A KITTEN WHEN YOU TREAT IT TO MARVELUBE HEAVY DUTY, THE OIL THAT MAKES ENGINES LAST LONGER."



You'll purr too with our regular planned delivery service. So when you need a motor oil that will keep your tractor, car or truck free of carbon, gum and sludge, an oil that makes engines last longer; let us know in good time how much you'll need for the season, so that you can be sure of an adequate supply when you need it.

IMPERIAL Esso SERVICE

CHAS. LEBAS
Your Imperial Oil Agent
LAC LA BICHE Alberta

Both have a bank account - and a purpose for saving

The difference between reaching a goal and missing it can be the savings you put by, now, in a bank account.

Such savings don't just happen. They involve some sacrifice, definite planning. But as your dollars mount up you feel a sense of accomplishment, of getting somewhere, that makes the effort more than worth while.

Your bank account provides ready cash that can help take care of any emergency that may arise, or open the way to bargains or other opportunities. Whatever objective you may have in mind, and whatever use your savings may ultimately serve, you'll always be glad you saved.

Save at a bank — millions do!

THE CHARTERED BANKS SERVING YOUR COMMUNITY

COMMISSIONER REPORTS LARGE FIRES ON INCREASE IN PROVINCE

The Provincial Fire Commissioner, in full support of Fire Prevention Week observance, October 6-12, points out that Alberta has its share of devastating fires each year.

In 1956, out of a total of 2,883 fires, 105 had a loss exceeding $10,000. The trend shows an increase in the number of large fires over the past few years. The Oil Industry last year was hardest hit, having the two largest fires. Coal mining and a large machine shop contributed to the other two of the four losses exceeding $200,000 each.

Dwelling fires, totalling 1,656, made up more than half of the total number of fires. Smoker's carelessness led in the known causes of fire. Second and third on the list of frequency of known causes were electricity; stoves, furnaces, boilers and their pipes.

The best means of discovering and correcting fire hazards is by careful examination and. if necessary, repair of heating, lighting and power equipment. Be a careful smoker. Smoking in bed is a good way to commit suicide. Commissioner Bridges suggests "Ask your Fire Chief to make a fire inspection of your store or warehouse this Fire Prevention Week. Do it now, don't wait till you have a fire!"

FOR SALE By Tender

Estate of Andrew Yurkywich

The Public Trustee offers for sale by Tender:

Lot Fourteen (14) in Block Twenty-Nine (29) in the Townsite of Lac la Biche, in the said Province, as shown on Subdivision Plan 4313 B.F. (H.B. Res.) Reserving thereout all mines and minerals as set forth in Transfer 4673 E.K.

Offers will be received by the undersigned up to 2 o'clock in the afternoon on Wednesday, the 13th day of November, 1957, for the purchase of the above property stating whether terms or cash.

Tenders should be forwarded in a sealed envelope and marked "Tender, Yurkywich Estate" and a certified cheque for ten per cent (10%) of the offer must accompany the same.

The highest or any tender not necessarily accepted.

Deposits will be returned to unsuccessful tenderers.

PUBLIC TRUSTEE,
Land Titles Building,
Edmonton, Alberta

Dries Organize; Wets Hopeful

CALGARY (BUP) — The battle on whether Calgary should remain "dry" or become "wet" will be kicked off at a public meeting Oct. 12.

The "dries" have been planning, organizing and meeting for more than six months. They plan an intense campaign—pamphlets, public meetings, all forms of advertising, television and radio talks. and messages from the pulputs of churches throughout the city.

The "wets" said today they have no plans for an organized educational or informational campaign.

Albertans will be asked Oct. 30 if aditional types of outlets for beer should be established and whether there should be mixed drinking in Calgary and Edmonton.

'TV Squint' New Disease

LONDON — British children are suffering from a new complaint—"TV Squint".

Dr. Cyril Cormas, principal school medical officer for Lincolnshire, reported that the number of squint-eyed school children in Britain is steadily growing. Television, he added, "is partly to blame."

In his annual report on the health of children, Cormas said in 1949 there were 60 children out of 12,500 examined who suffered from squint.

In 1955, that number was up to 113 and last year it was 185.

The ministry of education. concerned at the steady increase in squint-eyed children, has ordered an investigation into the matter.

Former City Goalie Leads Calgary Club

CALGARY (BUP) — Calgary Stampeder Hockey Club Coach Frank Currie says that he is counting on Al Rollins to lead the club out of the doldrums this fall.

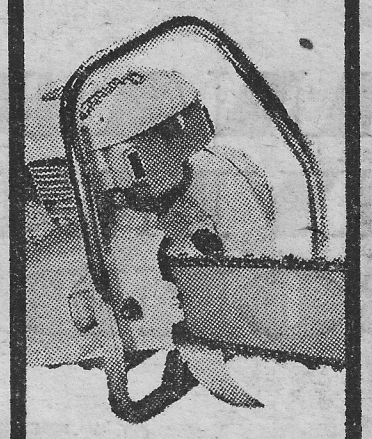
Rollins, probably one or the most over-worked goalies during his seven-year National Hockey League career with Toronto Maple Leafs and Chicago Black Hawks, was signed by the Western Hockey League club. No mention was made of salary, but it is believed that the 31-year-old netminder will be one of the highest paid players in the minor leagues.

Rollins was with the Edmonton Flyers during the 1947-48 season when the club swept to the Western Canada Senior Hockey League championship and then beat Ottawa Senators in the Allan Cup final. From there he went to the NHL.

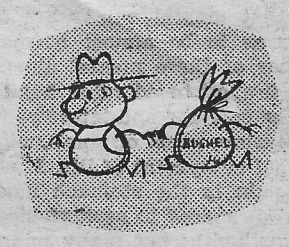
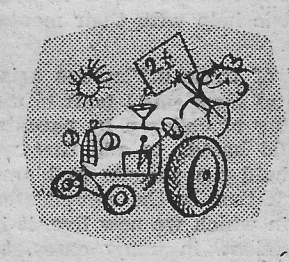
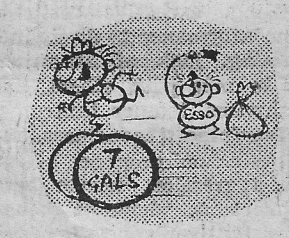
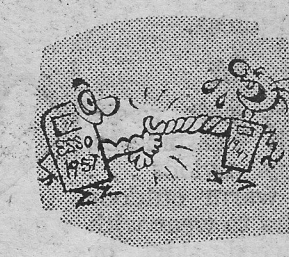
E. J. Woynarowich
Public Accountant
General Insurance
Notary Public
Phone 132
LAC LA BICHE Alta.

ICE CREAM
When school is over for the day
—drop in and have a delicious dish of ice cream. Packed with energy—and a real pick-me-up.
YORK HOTEL COFFEE SHOP
LAC LA BICHE Alberta

Protect your FENCE POSTS with "Osmose"
SPECIAL FENCE POST MIXTURE
Every year one out of three fence posts lie broken off, due to rot at the groundline. Don't wait until your Fence Posts are down and out.
You can make your posts last 3 to 5 times longer, for 3 to 4 cents per post, by using 'Osmose' Special Fence & Post Mixture.
This remarkable preservative combines five well-known industrial wood preservatives, and protects posts inside as well as outside : : : 2,000,000 "Osmose" preserved poles are your guarantee.
Simply applied like paint, 4" above to 4" below the groundline, it is an easy, effective and economical solution to your Fence Post problems.
See your local dealer, or write direct for complete illustrated literature.
Gallons $3.95 — treats 80-120 posts
Mail orders shipped postpaid.
Hayward Lumber Co. Ltd.
LAC LA BICHE Alta.

Like having an extra hired hand!

IEL PIONEER
lightweight RA
Bring on your tough cutting jobs! Lightweight RA chain saw cuts timber, firewood, fenceposts — good for pruning trees and fixing farm buildings! Let us give you an on-the-spot demonstration!
Michael Hamar LTD.
LAC LA BICHE, Alta.
IEL Pioneer

GIANT 10-CAR BINGO
3 - 1958 Edsels and 7 Pontiacs
Valuable Consolation Prizes on Runners-up on Tie Breakers
FRIDAY, Oct. 18, --- 8 p.m.
Reserved seats admission $5.00
THAN MORE $30,000 IN PRIZES
Tickets at Mike's, Hub Cigar
Ted Sharum's Men's Wear, 10164 - 100 St.
Danny's Service Station, 108A Ave. and 97 Street
Boulevard Service Station, 111 Ave. and 96 St.
Alex's Confectionery, Jasper Place
National Service Station, 104 Ave. and 96 St.
Beverly Pharmacy, Beverly
Handy Bakery, 8660 - 118 Ave.
Edmonton Gardens
Sponsored by St. Josaphat's Young Men's Club—Proceeds for Underprivileged Children

measured in bushels gasoline costs less

If a typical western wheat farmer could exchange bushels of wheat for gallons of gasoline—how many gallons would he get per bushel?

About 2½ gallons? Well, that was true if you compared the average price of #1 Northern wheat with the price of gasoline back in 1939.
Over 5 gallons? You're right if you're thinking about prices in 1946.

Nearly 7 gallons? Correct. According to government figures for 1956, the year 'round average price that a western wheat farmer received for a bushel of wheat is sufficient to buy nearly 7 gallons of gasoline for his tractor.

On the score of performance, today's gasolines are an even bigger bargain. Modern refining techniques produce gasolines that are far superior to those sold only ten years ago.
Esso
IMPERIAL OIL LIMITED

Athabasca Health Unit Report

By DR. HUGH M. BROWN

The Guidance Clinic of the Athabasca Health Unit was in attendance at Lac la Biche on Tuesday, Oct. 1, when eight children were seen.

If we look around at our friends and acquaintances (and indeed at ourselves) it is not difficult to gather that mental quirks are so common as to be almost normal. A number of these mental abnormalties are a considerable handicap to the sufferer and interfere in some measure, great or small, with his normal enjoyment of life. If we have a pain in the stomach most of us are prepared to seek medical advice forthwith; but many minor mental disorders are suffered in silence because there is still prevalent an idea that mental illness is something of which to be ashamed, something from which ordinary people do not suffer and which is considered not quite decent. This erroneous attitude is gradually being overcome and more and more people are now prepared to seek psychiatric help with their mental troubles.

Many of these difficulties arise because of some small fault in the upbringing of children by parents. We would hasten to add that we do not hold the parents to blame but think that in the complicated society in which we now live, it is not sufficient, in many cases, to rely upon parental instinct and that objective advice from a trained outsider such as the psychiatrist is often invaluable and should be sought without demur. This is the justification for the existence of the Guidance Clinic.

Undesirable behavior is usually caused by underlying emotional disturbance. A child exhibiting such behavior needs help. Children exhibiting the following types of behavior are suitable for referral to the Clinic: truancy, lying, cheating, stealing, excessive restlessness, nonconformance to discipline, day-dreaming, lack of attention, inability to mix with others, excessive shyness, temper tantrums, unusual fearfulness, moodiness, unsatisfactory school progress, bullying and aggression, nervousness and mannerisms, 'show-off' behavior, persistant sullenness, persistent lack of effort, persistant unhappiness.

The above symptoms if not corrected in time may give rise later to more serious personality difficulties.

McRae

C. Littlechild has returned home after a two weeks stay at the General Hospital in Edmonton.

Mr. and Mrs. George Toma visited at the home of his parents, Mr. and Mrs. M. Toma recently.

Henry Thompson has returned home from his visit to Pakan, and moved back to his own farm.

Mr. and Mrs. Jack Ransom from Edmonton and Mr. and Mrs. Alex Katchenowsky and family from Ashmont visited at the home of Mr. and Mrs. W. Karpyshyn.

Jim Littlechild, Joe Bell, Jack Whitford, Robin Littlechild and John Whitford came home to attend the party held for Mr. and Mrs. P. Erasmus.

Ray Whitford, H. Thompson and Stanley Littlechild have gone to Boyne Lake, threshing for M. Hymko and H. Karpyshyn.

Mr. and Mrs. Kenneth Littlechild from Edmonton visited his parents over the weekend.

Prosperity

Nick Berezanski has returned from British Columbia.

Annie Shimoneck is home from Fort McMurray.

John Spila is an Athabasca hospital patient.

There are motorists who seem not to have ever heard about a speed limit.

For expert attention to your Wiring Needs
CALL
OSCAR TREMBLAY
Electrical Services
LAC LA BICHE Alta.

Caution Necessary At Cross Walks

CALGARY (BUP) — Mr. Justice Neil Primrose declared that even if a pedestrian on a crosswalk has the traffic light in his favor, he has some responsibility to keep a lookout for vehicles.

The judge ruled that Cecile Kwiat, of Calgary, was 15 per cent responsible in an accident at Centre Street and 10th Avenue 18 months ago because she "failed to take reasonable care." The truck driver was found 85 per cent responsible.

In making his judgment, Judge Primrose awarded Miss Kwait a total of $3,000 damages. The lawsuit had sought $10,000 general damages. The girl suffered multiple fractures when hit by a truck Feb. 1, 1956.

French Ambassador Visits Edmonton

EDMONTON (BUP) — The French ambassador to Canada, Francis Lacoste, will stop-over three days in Edmonton this week on his tour of western Canada.

His Excellency arrived by plane from Ottawa Tuesday. While in Edmonton, the 51-year-old diplomat and former resident-governor of Morocco will call on Lieutenant-Governor of Alberta, Dr. John Bowlen and Mayor William Hawrelak.

During Tuesday afternoon, he met Most Rev. John MacDonald and Most Rev. Anthony Jordan Roman Catholic Archbishops, and Right Rev. H. H. Clark, Anglican Bishop of the city.

Wesneday Lacoste was guest of the university at a dinner on the campus.

The French envoy will continue his tour of the west by flying to Winnipeg Thursday.

Edmonton Lawyer Named Judge

OTTAWA (BUP) — Justice Minister E. Davie Fulton has announced the appointments of three district judges, the first judicial appointments made by the new Conservative government.

In Alberta, Laurance Y. Cairns of Edmonton was named judge of the Northern Alberta District Court and a local judge of the Alberta Supreme Court. Cairns, born in Winnipeg, is the head of an Edmonton law firm.

Iron Curtain Sale

TORONTO — Yugoslavia has placed a third order with the United Kingdom subsidiary of Massey-Harris-Ferguson Limited, for 1,000 Ferguson tractors and 6,500 implements.

Gas Reserves To Reach Trillions

EDMONTON (BUP) — The Alberta oil and natural gas conservation board has forecast ultimate gas reserves in the province at 75-trillion cubic feet.

D. K. Yorath, president of Canadian Western Natural Gas and Northwestern Utilities, pointed this out in Edmonton and added that in his opinion there were "substantial reserves of natural gas yet undiscovered in western Canada. Alberta proven gas reserves are placed in excess of 27-trillion cubic feet.

Yorath said the primary concern of Alberta's two major gas utilities was to assure consumers of a continuous supply of gas to meet their needs for the forseeable future.

We help your doctor to help you
Stewart's Rexall Drug Store
- Accurate Prescription Service
- Cosmetics
- Stationery
- School Supplies

LAC LA BICHE Alta.

Sweaters . . .
SWEATERS . . .
SWEATERS

You'll find every style, size and color in our new winter selection.

☆

Bunny soft wools, lush cashmeres, dressy nylons . . . and warm outdoor affairs to wear with a tweed skirt or your favorite winter shirt.

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You'll find mighty attractive values here without having to look twice.

Call in today at your
5¢ to $1.00 Store
LAC LA BICHE Alberta

Tory Lawyer Wins Calgary By-Election; Social Crediter Goes Down To Defeat

CALGARY (BUP) — A former assistant editor of the London Economist and BBC international affairs commentator was Wednesday elected to the Alberta legislature.

Progressive Conservative Ernest Watkins won the Calgary provincial by-election by a substantial majority over his four opponents. When returning officer Jack Miller closed down for the night with only a few polls yet to report, Watkins had 17,450 votes. His closest rival, Social Credit Sam Helman, had 15,087. Other candidates trailed badly. Reg McColough, Liberal, obtained 3,024; Frank Bodie, Labor, got 3,893 and Independent Cliff Harris received 825 votes.

Watkins, a Calgary lawyer who emigrated from the United Kingdom in 1953, was born in Liverpool. He obtained a law degree from the University of Liverpool in 1922. He served in the Royal Artillery in the Second World War before joining the BBC. He is the father of four children.

He thanked voters and campaign workers after Helman conceded the election. "I have a fee'ing of reassurance that Conservatism is reasserting itself provincially as well as federally. I hope it is a turning of the tide and we will see a Conservative government in Alberta as well as in Ottawa after the next provincial general election."

Although the election result will not change the standings in the legislature, Premier Manning had promised that if elected Helman would have the position of attorney-general. The Social Credit party have 37 members in the 61 seat chamber, but currently do not have a lawyer among them. The controversial $20 oil royalty dividend given to Albertans last month was expected to result in more pro-government votes being cast. This was not so.

However, a mere 34 per cent of the 117-thousand eligib'e voters went to the polls during the first snowstorm of the autumn. The seat was left vacant this spring when Conservative Art Smith resigned to enter federal politics. He was elected to the Commons in the June election.

Page Pleased

EDMONTON (BUP) — Percy Page, Conservative leader in the Alberta legislature, said last night "The election of Ernest Watkins by such a substantial majority can be regarded only as a distinct setback to the Social Credit government."

"Premier Manning entered the campaign promising the electors of Calgary to appoint Mr. Helman to the position of attorney-general if he was elected, but even this promise was not sufficient to win the contest."

Page also said "When it is remembered that Mr. Watkins has been in Calgary only four years and that he was opposed by a man who lived there for the greater part of his life the extent of Mr. Watkins' victory is most gratifying."

The standing in the Alberta legislature remains unchanged with Premier Manning's Social Credit party ho'ding a commanding 37 of the 61 seats.

STOP! at the
Atmore Hotel
Conveniently located on Highway 46
Comfortable Guest Rooms
Coffee Shop and Lunch Counter
Fully Licensed Premises
Ronald Matheson, Manager
ATMORE Alberta

CNIB Appeals For Support

The annual campaign for funds to support the work of the Canadian National Institute for the Blind, Alberta Division, opened Oct. 1 in non-community chest areas throughout the province. This was announced by J. A. Weber, chairman of the Alberta Division Board of the C.N.I.B. "The provincial objective of this appeal is $50,000.00, and the C.N.I.B. is depending on the enthusiastic cooperation of every organization and individual citizen of Alberta," stated Mr. Weber.

"More than 1,250 sightless Albertans are now entitled to make use of C.N.I.B. services. These services include: counselling and guidance to parents of pre-school blind children; special services to the school aged blind; adjustment training, home teaching and job placement; library, residence, and recreation services, and services specially designed to assist our blind senior citizens to meet their particular needs," Mr. Weber said.

"In addition," Mr. Weber pointed out, "many Albertans are assisted annually to have sight restored or blindness prevented through C.N.I.B.'s prevention of blindness service. C.N.I.B. arrange treatment for persons with seriously defective vision, or in danger of losing their sight as a result of eye conditions which can be treated, and in many cases, pays for the treatment which is required. To date, C.N.I.B. has assisted more than 1,500 Albertans in this way."

"The C.N.I.B. is not conducting a separate appeal in Community Chest centres, as it participates in chest campaign where these exist," Mr. Weber concluded.

McLEOD BROS.
Chiropractors
Notice: New Location
Our Mobile Unit will now be parked next door to the Hatchery in Athabasca on
Oct. 12 and 26th
from 9 a.m. to 6 p.m.

There will be friction in Canada and elsewhere, as long as politicians promise more than they can deliver.

Insure your house and valuable possessions with
W. J. CHESTER
● Fire ● Auto ● Accident
Ph. 13 or 90 LAC LA BICHE

NORTHERN CLUB CALENDAR by NORTHLAND UTILITIES
NORTHLAND POWER GAS UTILITIES LTD.

St. Phillips will hold a Bingo and Bazaar on October 27 at Atmore.

W.I. Meeting at Mrs. Michael Hamar's home, Oct. 15th.

Home and School Annual Meeting, Dr. Swift School, Oct. 18th.

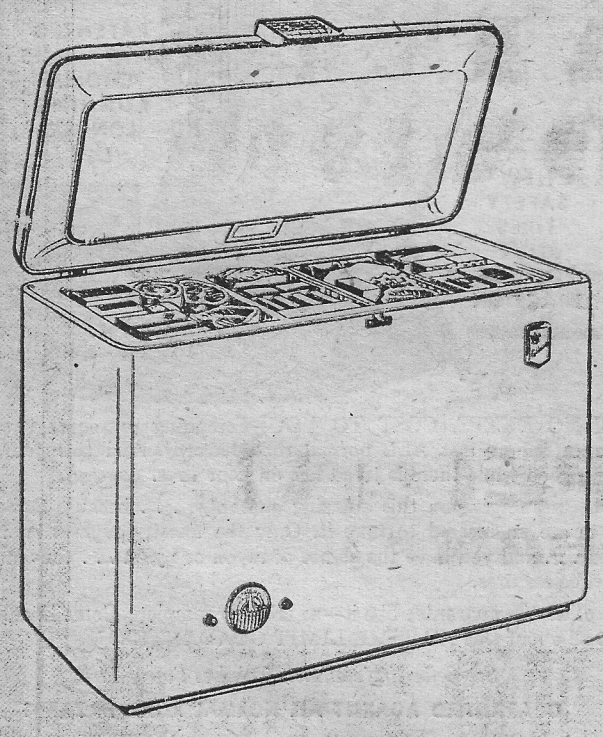
A DANCE, sponsored by the Atmore Community Club will be held on Oct. 18. Music by the Normandeau Orchestra. Everyone Welcome.

Lions Club regular meeting, Oct. 18

Ukrainian Orthodox Church Bazaar at the Church, Nov. 21.

CATHOLIC WOMEN'S LEAGUE BAZAAR, Nov. 14th.

It doesn't cost to own a GIBSON ... it pays!



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See Your Gibson Dealer
PLAMONDON MERCANTILE
PLAMONDON Alberta

The Appalling Cost Of
FIRE
In ALBERTA can be SAVED by Fire Prevention Practice
PROPORTION OF LOSSES IN SEVEN MAIN GROUPS

PROVINCIAL RESOURCES

COMMERCIAL PROPERTIES 42.61%	428 Fires $2,919,883
13.53%	FARM PROPERTY 390 Fires $925,573
13.30%	DWELLINGS 1,656 Fires $906,924
12.02%	OIL RISKS & MINING 43 Fires $822,868
7.64%	MANUFACTURING 62 Fires $522,498
7.70%	INSTITUTIONAL 51 Fires $522,979
3.20%	PROPERTY OTHER THAN BUILDINGS 253 Fires $220,176

FIRE PREVENTION WEEK OCT. 6 - 12
It's time to check . . . be sure . . . KNOW . . . your property is safe from all fire risks. The Fire Commissioner's Office of your Alberta Government is established to remedy dangerous fire hazards and to help to Safeguard your property against fire.
GOVERNMENT OF ALBERTA
Hon. A. J. Hooke, Provincial Secretary
A. E. Bridges, Provincial Fire Commissioner

DISTRICT AGRICULTURIST NOTES

By J. S. LORE

The Answer Selecting Better Breeding Stock

We have had some strong comments from the livestock trade recently, reports A. J. Charnetski, Livestock Supervisor, Alberta Department of Agriculture, about the poor quality of pigs being raised in Alberta. To improve this condition is a relatively simple job, Mr. Charnetski says. All that is needed is to select better breeding stock.

Short thick sows that are now producing a large percentage of low grading pigs should be replaced with longer, lighter shouldered sows. A farmer who cannot select this type of gilt from his own herd should make his selection from a neighboring herd. He should be certain of course that the herd is free from disease and that the pigs have early maturing factors and grade high on the rail. Selection can also be made at the coming fall sales where superior type registered sows and gilts will be offered to commercial hog producers.

The boar too is importaant. Careful selection of boars within the bacon breed to assure good length and avoid heaviness of shoulder and backs, will pay off in improved grades. Wherever possible boars of advance registry ancestry should be selected. Now is the time to give some thought to this important part of your farming program.

Cattle Lice Control

Don't wait until cattle are rubbing hair and hide off in an effort to seek relief from lice. Act now advises J. B. Gurba, Alberta's Supervisor of Crop Protection and Pest Control. Louse populations increase during winter. Two treatments two weeks apart are required and may be administered with a high pressure spray or by scrub washing.

Milking cows and young calves should be treated with rotenone or methozychlor, says Mr. Gurba. Dry milk cows and beef animals can be treated with the following insecticides mixed in 30 gallons of water: (1) 7 lbs. of 5% derris (2) 8 lbs. of 50% methoxychlor wettable dust (3) ¾ lb. of 50% lindane wettable dust (4) 10 lbs. of 40% toxaphene wettable dust (5) 8 lbs. of 50% D.D.T. wettable dust (6) 4 pints of 40% chlordane emulsifiable concentrate or (7) 6 2/5 pints 50% malathion emulsifiable concentrate. One to two gallons of spray should thoroughly wet all parts of an animal.

Certain insecticides are stored in milk and body fats. DDT should not be used within 60 days of slaughter or freshening, lindane, chlordane or toxaphene within 30 days, and malathion within two weeks. Directions and precautions on the label should be followed faithfully.

Several systemics are showing promising results and with their eventual release a great advance in cattle parasite control will have been reached. In the meantime, stockmen must still resort to the known methods of control and do it early because of the curtailing qualities of colder weather.

Wandering River

Gladys and Jeanette Strayski spent the past weekend in the city. While there they attended the Marty Robbins, Jim Reeves and Louvin Brothers show.

Bill Burek and Bill Gawreletz have returned to their work with the forestry after spending the past week at home.

John Karpetz from Edmonton is visiting friends and relatives in the district.

Religion does not require that a man be blind to common experience.

Hospital News

Albert Skawronik, Spruce Valley; Ann Hula, Grassland; Rin Hughes, Caslan; Nick Owchar, Hylo; Mrs. Katyrina Stefanik, Lac la Biche; Mr. Joe Michetti, Hylo; Mrs. Erminia Macor, Venice; Napoleon Lafleur, Aaron Catzke, Lac la Biche; Richard Labonte, Plamondon; Mrs. Robert Lemay, Egg Lake; Ernest Cadieux, Hylo; Herbert Scott, Mrs. Lawrence L'Heureux, Lac la Biche; Paul St. Jean, Charron; Luc Plamondon, Plamondon; Steve Kuncio, Owl River; Fred Boostrom, Imperial Mills; Brian Macor, Hylo; Mrs. John Beniuk, Lac la Biche; Eileen Waine, Rich Lake; Mrs. Rocco Giacobbo, Venice; Felix Boucher, Imperial Mills; Emile Grenier, Atmore; Mrs. Bessie Dent, Amesbury; Allan Michalko, Imperial Mills; Jesse Fischer, Charron; Anna L'Heureux, Lac la Biche; Mildred Cardinal, Beaver Lake; Harry Karbut, Donatville; Mrs. Pauline Bara, Lac la Biche; Susan Cardinal, Mile 168; Mrs. Mary Clara Ostiguy, Charles Sandelin, Lac la Piche; Wayne Cardinal, Kikino; Peter Salahaub, Craigend; Joe Fyith, Lac la Biche; Scotty Fischer, Atmore; Anthony Varze, Shelly Hamar, Lac la Biche; Joseph Duperron, Berny; Elmer Gray, Connie Arnfinson, Lac la Biche; Sinclair Gauthier, Plamondon; Debra Ann Tkachuk, Edmonton; Octave Chevigny, Plamondon; Mrs. Ovila St. Jean, Amesbury; Mrs. Charles Cadieux, Plamondon; Mrs. Ann Hewko, Sarrail; Alex Rotney, Lac la Biche; Mrs. Joe Michetti, Hylo; Mrs. Urban Plamondon, Plamondon; Mrs. Robert Rudiger, Percy Shaw, Lac la Biche; Simonne Cloutier, Mission; Allan Derkach, Hylo; Lloyd Gagnon, Lac la Biche; Catherine Venker, Grassland; Mrs. Eliza Whitford, Brieveville; Ulric Menard, Berny; Charles Cadieux, Plamondon; Rosie Michetti, Hylo; Joe L'Heureux, Egg Lake; Leslie J. Bastman, Edmonton; Gloria Henson, Caslan; Darlene Scott, Lac la Biche; Benoit Germain, Wandering River; Mrs. Francesco Ferro, Venice; Mrs. John Wm. Daniels, Caslan; Faye Proctor, Lac la Biche; Lydia Parranto, Mission; Edward Rybicki, Grassland; Lorraine Bouvier, Lac la Biche.

Babies were born to the following: Mr. and Mrs. Mike Grandinetti of Lac la Biche, a boy; Mr. and Mrs. Alex Plamondon of Amesbury, a girl; Mr. and Mrs. John Pysyk of Blue Jay, a boy; Mr. and Mrs. Edmond Dube of Plamondon, a boy; Mr. and Mrs. Harrison Cardinal of Kikino, a girl; Mr. and Mrs. John Beniuk of Lac la Biche, a girl.

Charron

George Shapka, Donald Stewart and Clifford St. Jean have gone to Conklin, where they are working on a forestry project. With them they have taken Mr. Shapka's caterpillar with the intention of building a bridge.

Grassland

Many farmers here were working a 24-hour shift during the recent mild period to complete farming operations for the season. Despite their efforts, the snow storm caught most of them with swaths still on the ground, and much of the rape crop remained untouched.

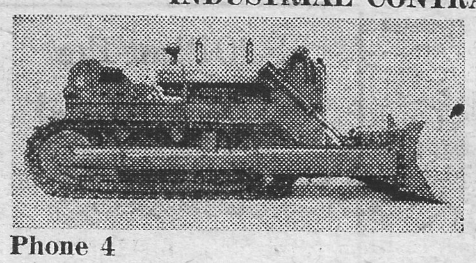
Mr. and Mrs. John Bracco and Gordon were Sunday visitors of Mr. and Mrs. William Bracco.

The Athabasca health unit will hold an immunization clinic at Grassland Oct. 23 from 1:30 to 4 p.m.

Exterior work is finished on the new Derko house.

Dr. Peter Steblyk
DENTIST
ATHABASCA Alberta
Office Hours: 9:00 a.m.
afternoon
to 5:30 p.m.
Daily except Thursday

THRIFT SALE
STARTS
Monday, Oct. 21
See next week's paper for further details.
ROBINSON STORES
Where spending is saving.
LAC LA BICHE Alta.

WM. HAMILTON
INDUSTRIAL CONTRACTOR

Dirt and Gravel Moving Excavating and Overhead Loading Equipment.
Phone 4 LAC LA BICHE

It Will Pay You to Advertise in The LAC LA BICHE HERALD!

Over 1000 homes receive the Lac La Biche Herald each week.

The life blood of any business is sales. No business has ever failed from selling more goods than its competitors. And one of the easiest ways to SELL more people more goods is to reach the people and tell them what it is you have to sell and WHY THEY WILL BENEFIT BY BUYING IT.

That's Where The Lac La Biche Herald Comes in!

People read this paper and act on the advertisements in it. They have a considerable amount of money to spend on goods and services that might just as well be yours.

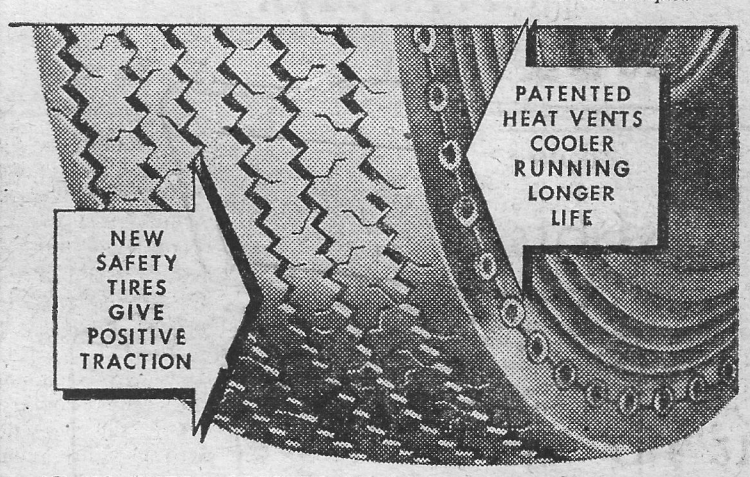
Our rates for advertising in "The Herald" are quite reasonable.

For 1 advertisement it will cost you only 70c per col. inch.
For 4 advertisements it will cost you only 56c per column inch.
A full page advertisement would cost you $42.00 and a Half page $22.40 per week.

Mail in your advertisement today -- it will pay you well

Mail the copy to THE LAC LA BICHE HERALD, 10815 - 82 Avenue, Edmonton, or hand in to your local editor—Mrs. M. CREIGHTON in Lac La Biche.

SEIBERLING
A TIRE SO GOOD IT HAS A NO-TIME-LIMIT GUARANTEE*
*Commercial Vehicles Excepted



AT NO EXTRA COST TO YOU—Seiberling passenger tires are guaranteed against ALL normal road hazards. And this guarantee stays good while there is tread left on your tires.

Seiberling offers you this amazing guarantee . . . because Seiberling Tires are engineered to take it. Only the finest, toughest rubber is used . . . and you have the choice of rayon or nylon . . . conventional or tubeless tires.

No other tire guarantee like it—so fair—so complete. Come in and find out all about this NO-TIME-LIMIT GUARANTEE.

See Seiberling's all-new Tubeless Safety Tire

GUARANTEED AGAINST ALL NORMAL ROAD HAZARDS

PLAMONDON MERCANTILE
PLAMONDON Alberta